



# CORE MESSAGING

## Overview

As a first step in meeting the goal of raising general operating and capacity-building support, the Foundation engaged in a cross-organizational process to identify strengths and create a core message for funders and other stakeholders. Below are the identified core elements of the Foundation’s identity and the new “elevator speech” designed to consistently communicate key strengths, create interest, and garner support.



## Core Elements

Ranked in priority for communication:

- ① Positively changing lives
- ② Facilitating student success
- ③ Positively impacting California
- ④ Being a pillar of support/connector
- ⑤ Uniquely poised for opportunity

## Elevator Speech

Who we are



We are the official nonprofit supporting the Chancellor's Office and the California Community Colleges. This uniquely collaborative relationship

What we do

allows us to support all 112 Community Colleges throughout the state through innovative, diverse, and far-reaching programs.

Broader benefits of what we do

These programs\* allow us to benefit California's community colleges while simultaneously improving education, environmental, and economic conditions for all California citizens.



\* Examples of specific programs can change based on context.